[105] What is claimed is:

1.   A method of generating indefinite revenue streams in a retail industry, comprising the steps of:

automatically sending from a remote server a personalized action electronic

5   communication to a client computer of a customer on every anniversary of a purchase

date, the personalized electronic communication including questions for the customer;

receiving at a client computer of a sales representative answers to the questions

of the personalized action electronic communication from the retail customer;

generating indefinite revenue streams from the answers to the questions of the

10   personalized action electronic communication.

2.   The method of claim 1, wherein an anniversary of a purchase date

includes a monthly anniversary.

3.   The method of claim 1, further including automatically sending from the

remote server an electronic reminder to call the customer to a client computer of an

15   sales representative on every monthly anniversary of an purchase date of the retail

customer.

4.   The method of claim 1, wherein the questions of the personalized action

electronic communication include a link to a web page on a remote server.

5.   The method of claim 1, wherein at least some of the answers to the

20   questions of the personalized action electronic communication include customer

referrals, and sales are generated from the customer referrals.

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6.   The method of claim 1, wherein the personalized action electronic communication is personalized in accordance with at least one of the interests and hobbies of the customer.

7.   The method of claim 1, wherein the personalized action electronic communication includes an interest or hobby theme that varies with each personalized action electronic communication.

8.   The method of claim 1, wherein the personalized action electronic communication includes at least a customer name, a retail establishment name, and a sales representative name.

9.   The method of claim 1, wherein at least one of the questions of the personalized action electronic communication asks for potential new customers.

10.   The method of claim 1, wherein the customer is rewarded for referring a customer.

11.   The method of claim 1, further including providing a super administrator function to at least one of add new retail establishments and create administration manager users for retail establishments.

12.   The method of claim 1, further including providing an administrative manager function to at least one of create or delete sale representatives or basic users, assign or unassign customers to sale representatives, and view all customers currently assigned to a sales representative.

13.   The method of claim 1, further including providing a sales representative function to at least one of view customers that need to be contacted on a specific day and that have been sent a personalized action electronic communication, enter or edit

information for a customer, view all customers currently assigned to a sales

representative, and view or edit referrals of a customer.

14.   The method of claim 1, further including providing a basic function to

create customer records.

5   15.   The method of claim 1, wherein the retail industry is the automotive retail

industry.

16.   The method of claim 1, wherein the personalized action electronic

communication is an e-mail.